

## CLAIMS

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1. (Currently Amended) A method of verifying reciprocal linking of a first link between an account Owner's link page and a Webmaster's site and a second link from the Webmaster's site to the account Owner's site using a database including first link information having a link address for a location at the Webmaster's site, the database maintained by an administrator, the method comprising:
    - (a) retrieving first link information from the database; then
    - (b) determining whether the first link information corresponds to an existing resource at the Webmaster's site by accessing the Webmaster's site using the first link information retrieved from the database; then
    - (c) spidering through the Webmaster's site beginning at the link address; and
    - (d) verifying through the spidering step that a second link information is present at the Webmaster's site with said second link information corresponding to the second link from the Webmaster's site to the Owner's site.
  2. (Currently Amended) The method of claim 1 further comprising the step of the administrator providing a message to the [first] Webmaster if the second link is not present at the Webmaster's site.
  3. (Original) The method claim 1 further comprising controlling the link pages at the account Owner's site by said administrator.
  4. (Original) The method of claim 1 further comprising hosting the administrator on a separate server than the account Owner.

5. (Currently Amended) A method of establishing a link between a link page of an account Owner and a site controlled by a Webmaster using an administrator, the method comprising:
- (a) soliciting first link information by said administrator from said Webmaster, said first link information comprising at least an address for a [location] URL address at the Webmaster's site;
  - (b) formulating a queue by said administrator containing at least some of said first link information;
  - (c) presenting said queue to the account Owner for approval;
  - (d) creating a first link by said administrator on said account Owner's link page to provide access to said Webmaster's site upon approval of a said first link in said queue.
6. (Original) The method of claim 5 further comprising receiving an e-mail address for the Webmaster.
7. (Original) The method of claim 5 further comprising receive a category from the Webmaster and said administrator utilizing said category to locate said first link on said account Owner's link page.
8. (Original) The method of claim 5 further comprising providing the account Owner the opportunity to store at least some of said first link information in said queue.
9. (Original) The method of claim 5 further comprising providing the address for the Webmaster's site as a URL address.

10. (Original) The method of claim 5 further comprising representing the queue as html.

11. (Currently Amended) A method of hosting links at a link page comprising:

- (a) displaying a plurality of links in a first order in a non-editable view; then
- (b) utilizing a formula, creating a second order for said links, said second order being different than said first order; and then
- (c) displaying the plurality of said links in [a] the second order independent of

changes made by a human operator associated with any of the plurality of links associated subsequent to the display of the plurality of links in the first order.

12. (Original) The method of claim 11 further comprising providing the formula in an alphabetical construction.

13. (Original) The method of claim 12 wherein the step of creating the second order of links further comprises assigning a particular letter a number, performing a mathematical operation using said formula to the number assigned to the alphabetical letter, and generating the second order.

14. (Original) The method of claim 12 wherein the step of creating a second order of links further comprises providing an alphabetical letter at a beginning of the second order different than a letter beginning the first order.

15. (New Claim) The method of claim 11 wherein the second order of displaying the plurality of said links is in a non-editable view.

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